

INSPIRATION

Filmack's Messenger of Good Cheer

VOLUME 10

FEBRUARY, 1948

NUMBER 2

February

MISS FEBRUARY

MR SHOWMAN

A Sweetheart of A
Month For Showmen!



Exploit

WASHINGTON'S
BIRTHDAY



LINCOLN'S
BIRTHDAY



VALENTINE
DAY



FRIDAY 13th



LEAP YEAR



PROMOTE THESE BIG FEBRUARY HOLIDAYS



LINCOLN'S BIRTHDAY

Today we honor the memory of ABRAHAM LINCOLN . . .

May his undaunted courage, his deep humility, and his boundless faith, ever serve as an inspiration to all Liberty-loving Americans. (2-2 \$3.30)

SPECIAL MATINEE

Special HOLIDAY MATINEE, THURSDAY, FEBRUARY 12th . . . LINCOLN'S BIRTHDAY! . . . starting at (1:00 P.M.). (2-3 \$1.50)

KIDS SHOW

KIDDIES! NO SCHOOL Thursday, Feb. 12th! . . . Attend our Big ABRAHAM LINCOLN BIRTHDAY PARTY SHOW!

There'll be EXTRA CARTOONS in addition to our regular show. Doors open at (1:00 P.M.). (2-4 \$3.20)

HOLIDAY PROGRAM

HERE'S A GALA HOLIDAY PROGRAM FOR THE ENTIRE FAMILY . . .

See our Big LINCOLN'S BIRTHDAY SHOW, Thursday, Feb. 12th . . .

(List attractions).

DOORS OPEN AT (1:30) . . . CONTINUOUS PERFORMANCE. (2-5 13c a word)

Every theatre in the nation should observe the birthdays of our two greatest national heroes - and every theatre that does will benefit in good will and increased business. Use the ideas on this page . . . or send us your own!

TWO BIG HOLIDAYS!

We are still Showmen . . . and even though times are good, we can't afford to ignore such occasions as Washington's Birthday and Lincoln's Birthday. They offer many opportunities to get more money into the box office.

Real results can be gotten by doing one (or both) of two things: either by providing some out-of-the-ordinary entertainment . . . such as midnight shows, amateur vaudeville, school pageants at the theatre, kiddie matinees, etc. . . or by convincing your patrons, through well planned advertising and exploitation, that these two holidays are the finest times to enjoy the outstanding pictures you have booked.

Lincoln's and Washington's birthdays are both national holidays, with all classes of people at leisure. Most of them will spend money for amusement of some sort. Why not go out and get your share of that money.



WASHINGTON'S BIRTHDAY

Today we celebrate the Birthday of GEORGE WASHINGTON, Father of our own Glorious Country . . .

The memory of his Courage, Loyalty and Honesty will live forever in the hearts of True Americans. (2-6 \$3.60)

KIDS SHOW

HEY KIDDIES! . . . There'll be NO SCHOOL on MONDAY, February 23rd . . .

So we're going to celebrate George Washington's Birthday with a Big, Special MATINEE SHOW!

We're bringing you EXTRA COMEDIES! . . . CARTOONS! . . . NOVELTIES! . . . All in addition to our Regular Program! REMEMBER KIDS! . . . It's the day after Washington's Birthday . . . MONDAY, February 23rd at (1:00 P.M.). (2-7 \$6.00)

HOLIDAY PROGRAM

Don't forget our Special WASHINGTON'S BIRTHDAY PROGRAM, Sunday, Feb. 22nd!

Doors open at (1:00 P.M.) . . . Shows are continuous . . . and here's the Great Show you'll see: (Follow with Trailerette or Prevue trailer). (2-8 \$2.90)

Filmack Trailers

INSPIRATION

Published by Filmack Trailer Co. as Special Service to Customers

WE HAVE A SPECIAL STAFF TO
TAKE YOUR PHONE ORDERS



JUST CALL HARRISON 3395
AND ASK FOR COPY TAKER

VOLUME 10

NUMBER 2

Yep, It's A Short Month! _ _ _

FEBRUARY . . according to the calendar . . is a short month. Before you know it the end of the month rolls around . . and you may end up in the red! But YOU can make February a long month — so far as profit is concerned!

Of course, if you're the kind of exhibitor who is satisfied just to open the doors and take in what business might come your way . . THIS EDITORIAL IS NOT FOR YOU . . and you might just as well stop reading now . . because we're going to tell you what we think the average exhibitor should do during the month of FEBRUARY!

But if you do continue reading . . and are interested . . then you aren't the average exhibitor, because you ~~re~~ the kind to take advantage of every extra event that comes along!

There's a lot of extra money to be had by exploiting LINCOLN'S BIRTHDAY WASHINGTON'S BIRTHDAY . . and think of the many tie-ups you can make on VALENTINE'S DAY!

And that isn't all. In February there's a FRIDAY THE 13TH! We're ready to wager dollars to doughnuts that if your patrons go for MIDNIGHT SHOWS . . JINX SHOWS . . and HORROR SHOWS . . it will get you some extra dough!

And how about a LEAP YEAR Party on

February 29th . . have you thought of that?

Of course we really shouldn't mention it in this column . . because all these ideas are listed in *this* issue of "INSPIRATION"!

Take advantage of all the many BIG MONEY days in February . . but don't wait too long . . start doing something about it *now*!

Sure . . we're trying to sell you trailers on all these gags . . but if you use them *you'll benefit too*! So what difference should it make to you if you're going to get some real returns on your money!

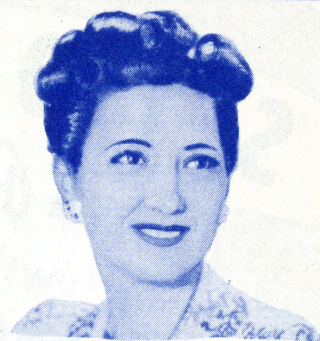
We doubt that you'll find any better way to advertise your shows than with trailers on your screen!

Of course you do need more than trailers to help put over these special days. The Holiday Spirit should prevail all through your theatre. Decorate your lobby to express the theme of the holiday you're advertising!

You should take advantage of every holiday during this entire month . . and if you do, at the end of the month you'll be a mighty happy guy — sez

Irving Mack

. . who believes that
if you tell 'em —
you'll sell 'em!



Meet Vi Dane

. . Irving Mack's "Gal Friday"

She's the one who punches out those breezy, friendly "green notes" that come your way from Filmack!

And maybe some of you have even gotten personal letters from her . . because she's made a lot of friends among you exhibitors in the ten years she's been part of the Gang.

You might call Vi the "Queen Bee of the Filmack Hive" . . cuz when the boss has to run out of town on business, she does a big part of the work to shoot your orders out as fast as they come in.

There isn't any part of this trailer business that Vi doesn't know from A to Z . . and she's pretty sure she knows what you boys like and need on your screens.

So any time you've got a trailer problem, and Irving Mack is away . . don't hesitate to call on VI . . she knows her onions!

And if you have occasion to come to 1327 South Wabash to see the Boss . . Vi would be disappointed if you didn't stop to see her too . . because she likes nothing better than to meet personally the Fellas whose names and theatres she knows so well!

STOP This Pest with **NO SMOKING** Trailers!



He's a nuisance to other patrons . . and a
fire hazard to your theatre!

That Puff you might sneak . . that Butt you might
not completely put out . . could cause FIRE and
loss of Property and Life!
Please refrain from smoking except in the Men's
and Ladies Lounges. Thank You,
— The Management
(2—9 \$4.20)

The State Fire Law prohibits smoking
or striking of matches in this Theatre
at any time. . . Please wait until you
have reached the outer lobby to light
your cigarette.
(2—10 \$3.30)

Don't make it necessary for a member of
our staff to tell you NOT TO SMOKE in
the AUDITORIUM! You know it's not per-
mitted in here! . . You may smoke in the
Lounge (or Outer Lobby). (2—11 \$3.80)

For the Safety of All . . there will be NO
SMOKING allowed in this Theatre . . .

Help us avoid serious trouble and pos-
sible tragedy . . DON'T SMOKE in this
Theatre.
(2—12 \$3.00)

Filmack



MACK-AROONS



By IRVING MACK

Many a girl burns up her boy friend with an old
flame.



Working at life sometimes is like working in a fruit
preserving factory — one jam right after another.



Scientists are now experimenting on the produc-
tion of milk synthetically. It won't be as popular as
long as there is an udder way.



The two hardest chores in the world are: entertain-
ing a person who says nothing, and listening to a bore
who does all the talking.



People who are eager to give a square deal usu-
ally get a square deal.



When it is said that a man has more money than
sense, this does not necessarily mean that he is rich.



Opportunity often knocks at a man's door while he
is down the street telling somebody a hard luck story.



The man who toots his own horn soon has every-
body dodging when he approaches.

DO YOU HAVE A . . . HELP WANTED PROBLEM?

These Trailers May Solve It!



We need a young lady of
good character and nice
personality for cashiering
at this theatre. If you are
interested, please see the
manager.
(1-51 \$2.80)

We need a young man
with good manners and
steady habits to usher at
this theatre. Please apply
at the box office.
(1-52 \$2.80)



**HERE'S
THAT
'MONEY'
DATE!**

**Friday
13th**

*Cash in by running
a Special Show!...*

Friday, February 13th, is a Showman's opportunity to get extra revenue by running a Special "JINX" or "FUN" Show! Cash in on it by using one of these ideas . . . or send us your idea, and we'll make a trailer that'll sell it!

HORROR MIDNIGHT SHOW

Oooooo!! . . . That fearsome day is on the way! — FRIDAY THE 13th IS COMING!

It's the day when black cats cross your path . . . and Ol' Man Jinx is right behind you!

But most important . . . it's the day of our spine-tingling MIDNIGHT JINX SHOW — FRIDAY THE 13th!

If you have the nerve to take a chance . . . and think your heart can stand it . . . JUST COME TO THIS THEATRE!

You'll see a Horror Show that'll make your teeth chatter and your hair stand on end . . .

TWO FEATURES that will TERRIFY you more than spending a night in a Haunted House! . . .

(Use Trailerettes or Prevues here)

Plan now for the Spooky Thrill of a Lifetime at our MIDNIGHT JINX SHOW — FRIDAY THE 13th at (time)

(1-13 13c a word)



LAFF MIDNIGHT SHOW

The best way to break a Jinx is to have a good laugh!

That's why we have selected FRIDAY, FEBRUARY 13th to run an uproarious ALL LAUGH MIDNIGHT SHOW!

We are presenting TWO of the Silliest, Screwiest . . . most Laugh-provoking Comedies you ever split your sides over! Here's what you'll roar at . . .

(Use Trailerettes or Prevues here)

Extra! — There'll be a Cartoon so funny that you'll continue laughing all the way home!

Don't forget! . . . ALL LAUGH MIDNIGHT SHOW . . . This Theatre . . . FRIDAY, FEB. 13th at (time).

(1-14 \$9.00)



SPECIAL SHOW

Are you Superstitious? . . . or can you take it? Whether or not you are willing to break a mirror or walk under a ladder . . . you will enjoy our SUPERSTITION GHOST SHOW — FRIDAY THE 13th . . .

And if you can "take it" . . . Here's what you will see!

(Follow with Trailerette or Prevue)

(1-15, \$5.00)

WORD FOR WORD!

Here is a letter dictated by a second-hand truck dealer and taken down exactly as dictated by a dreamy stenographer:

Dear Mr. Umstead:

Let's see. What'll I tell the old jackass? In reply to yours of the fourteenth we are surprised to learn the super-power two-ton truck you purchased from us is not giving perfect satisfaction. We had to sell it quick before it fell to pieces.

As you know, Mr. Umstead, we inspect all used cars thoroughly before turning them over to the purchaser. Your truck was in excellent condition when it left our garage. That's a swell dress you have on. New, isn't it?

It is possible your driver is at fault. Four miles to the gallon is very poor mileage for a truck in such good condition as yours. Four gallons to the mile would be about right. I never noticed before you had a dimple on your knee. Bring it around and we will have our expert mechanic make the proper adjustments. Sincerely yours,

Just sign it yourself



Mess Attendant: "So there's sand in your soup! Did you join the Navy to serve your country or to complain about the chow?"

Trainee: "To serve my country—not to eat it."



Doctor (shifting stethoscope on nifty cutie's chest): Say ah!

Nifty Cutie: Whassa matter, Doc, doncha like the program on the other side?"



He: "I suppose you dance."

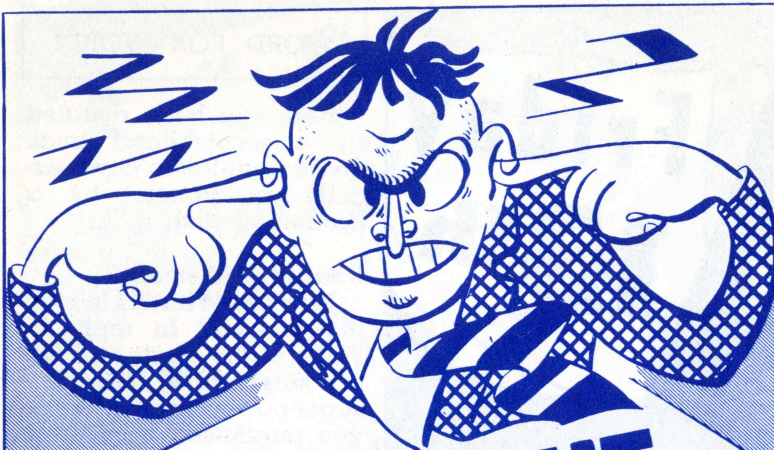
She: "Oh yes, I love to."

He: "Great, that's better than dancing."

1327 S. Wabash Ave.
Chicago (5) Illinois

FILMACK

1574 W. Washington
Los Angeles (7) Calif.



...CUT OUT NOISE

**Your Patrons
Don't Like It!**

We are endeavoring to make this theatre a place of enjoyment for all. . .

Therefor we ask you to please take your seats quietly . . please refrain from loud talking . . please do not run in or out during the show.

Your cooperation will be appreciated by . .

—The Management
(1-16 \$5.00)

To our Theatre Audience: BOYS, GIRLS . . and ADULTS, too . . .

Please maintain complete SILENCE so that all may enjoy the show!

(1-17 \$2.20)

SHHH! — You Kids . . and Adults, too!

There's a show going on, and everybody wants to enjoy it . . but TALKING and WHISPERING ruins the show for people sitting around you!

So c'mon . . be a good sport and cut out the talking until you get outside! Thanks!

(1-18 \$5.10)

Maybe you've seen the picture before . . or read the story. That's swell . . but won't you please keep the ending to yourself?

It's great to know that everything turns out all right . . but the people around you would like to learn it for themselves . . . Thanks!

(1-19 \$5.00)



GAGS 'N GIGGLES



He: "I love you darling. I adore you."

She: "Are you going to marry me?"

He: "Don't change the subject."

—O—

Critic: "How did you ever learn to paint such beautiful landscape?"

Artist: "I studied abroad for two years."

Critic: "Then why isn't she in it?"

—O—

A visitor to an insane asylum asked an inmate his name.

"George Washington."

"But the last time I was here you were Abraham Lincoln."

"That," said the man sadly, "was by my first wife."

—O—

Charlie: "So George is fine now, but what did they operate on him for?"

Sam: "They removed a brass rail that had been pressing on his foot for years."

—O—

Welfare worker: "And what are you in here for my good man?"

The Prisoner: "Flattery, Ma'am. Caught imitatin' another man's signature on a check."

—O—

Lawyer: "Did you rob that bank?"

Client: "Certainly, otherwise how could I retain you to represent me!"

—O—

"That girl is so dumb she thinks a football coach has four wheels."

"Well—how many wheels has it?"

Lawyer (to gorgeous witness): "Answer 'yes' or 'no'."

Witness: "My, you're a fast worker, aren't you?"

—O—

Funeral Director (young and ambitious): "How old are you, sir?"

Aged Mourner: "I'm 98."

Funeral Director: "Hardly worth going home, is it?"

—O—

Lady (at party): "Where's that pretty maid who was passing out cocktails a while ago?"

Hostess: "Oh, are you looking for a drink?"

Lady: "No, I'm looking for my husband."

—O—

A girl doesn't mind losing her heart; she just dislikes having a man search for it.

—O—

Sometimes birds of a feather don't always flock together, philosophizes Flo. Take the case of an old man who marries a young chicken and has to keep watching her like a hawk.

—O—

Judge: I'm sorry, but I can't issue a marriage license until you have a properly filled out form.

Girl: Listen, if my boy friend doesn't care, what business is it of yours?

**IF YOUR SPECIAL SHOW
NEEDS "PUNCH" SELLING**

Try Filmack's

**SPECIAL
TRAILERS**

ALWAYS TOPS FOR RESULTS!

Los Angeles Office Now Open
1574 W. WASHINGTON BLVD.



GOOD WILL plus ACTUAL PROFITS

**are yours
if you really
tie in with**

BOY SCOUT WEEK

FEB. 6 - 12

The nation is proud of its Boy Scouts. Your theatre's reputation will benefit if you take an active part in the Boy Scout Week program. These trailer ideas suggest how you can do it . . . for both Good Will and Profit.

The following leading Merchants and Professional People of the City salute the BOY SCOUTS OF AMERICA . . . and trust that the honor and recognition that shall be shown them throughout the nation during BOY SCOUT WEEK — February 6th to 12th . . . shall bring them the greatest enrollment in the history of the organization.
(List names of merchants) (1-2013c a word)

This is NATIONAL BOY SCOUT WEEK. We extend our congratulations to the BOY SCOUTS for the fine display of Scoutcraft in our lobby.
The Scouts invite you to inspect their exhibit. (1-21 \$3.50)

This week we pay tribute to the BOY SCOUTS OF AMERICA . . . celebrating their 38th Anniversary . . .

Congratulations to all the BOY SCOUTS in our town! Everyone is proud and appreciative of your great work!
(1-22 \$3.80)

COME and SEE the BOY SCOUTS ON OUR STAGE . . .

On February (date) we are presenting BOY SCOUT Troop (name & number) on our stage in a spectacular display of Scoutcraft . . . in addition to our regular show.
Be sure to see this interesting display during BOY SCOUT WEEK, February 6th to 12th.
(1-23 \$6.00)



Man who hesitates is lost;
likewise girl who doesn't.

★

Woman's best asset —
man's imagination.

★

Cold cash can warm
hearts.

★

Peep show not connected
baby chickens.

★

Man who love girl on hill-
side, not on level.

★

Can always draw
queens, if have jack.

★

Man who say motor fail-
ed, using old stall.

★

Modern Nero fiddle while
sweetheart burns.

★

Woman's upkeep, man's
downfall.

★

Fool and his money soon
partied.

★

When girl has horse-
sense, everybody rides her.

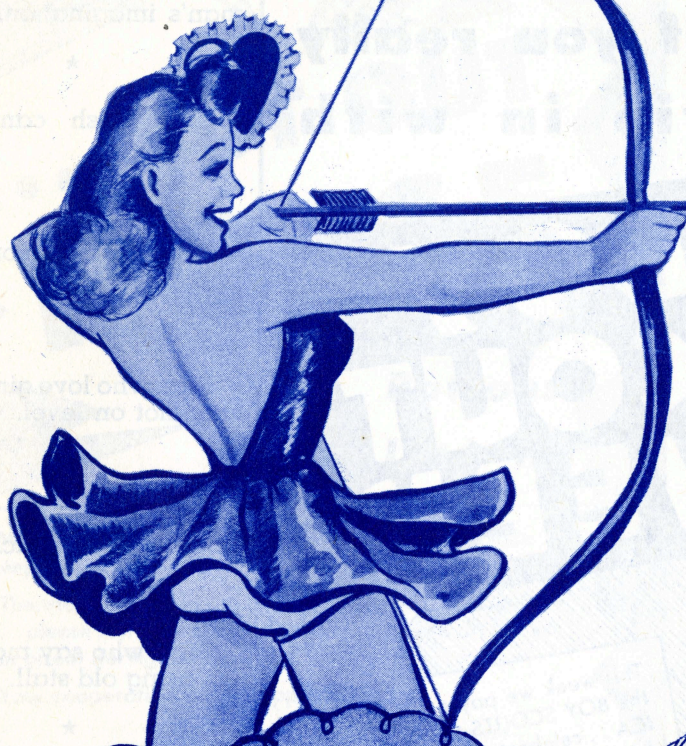


WHEN TIME COUNTS
SPECIAL TRAILERS
Rushed To Your Screen
In Fastest Time Possible
COUNT ON FILMACK
Los Angeles Office Now Open
1574 W. WASHINGTON BLVD.

FILMACK TRAILERS Sell Your Shows!

Exploit

VALENT



IT FALLS ON
AND IS A "N
THESE EXPLOIT

We extend to our Patrons and
Friends . . . the warmest of VALEN-
TINE GREETINGS . . .

May SAINT VALENTINE shower
you and yours with his priceless
gift of Happiness!
(1-26 \$3.00)

ATTENTION! . . . SWEETHEARTS FROM
7 TO 70!

Just bring her to This Theatre on VALENTINE'S
DAY . . . Saturday February 14th . . . and treat
her to the best show in town!

Come Early! . . . We are making a gift
of a box of DELICIOUS CANDY . . .
to the first (12) Couples who at-
tend the Evening Performance on
VALENTINE'S DAY!

(1-24 \$6.00)

LADIES AND GENTLEMEN:—Do you know
of a couple of Sweethearts who are plan-
ning to get married?

The Management of this Theatre and sev-
eral of our Leading Merchants are going
to play Cupid and make some lucky couple
happy . . . by giving them a COMPLETE
WEDDING absolutely FREE right here on
the stage of this Theatre . . . Valentine's
Day, Saturday, Feb. 14th.

This Wedding will be COMPLETE IN EVERY
DETAIL . . . including Altar, Minister, Ring
and Gifts galore.

Sweethearts planning a Valentine's Day
Wedding, please apply in person or write
to the manager of this theatre.
(1-25 \$10.70)

ATTENTION MARRI-
— OLD AND NEW

If you've been mar-
ried for 40 minutes — you
can win a beautiful Valentine's Day

Beautiful Prizes will be
given to the couples who win
the LONGEST time
time, at our . . .

VALENTINE'S DAY
Saturday, February 14th

Just bring some money
to your Wedding Day
and win a lovely prize, awarded
courtesy of (names of
sponsors).

Make Up Your Own Trailer
Of Paragraphs On These

LINE DAY

Feb. 14

SATURDAY "NATURAL" FOR COMBINATION IDEAS!

Who says the woman always pays?
... They don't have to pay at This
Theatre on VALENTINE'S DAY — Satur-
day, February 14th!

As a tribute to Romance, each lady will
be admitted FREE ... if accompanied
by an Escort whom she loves!

Make it a Date ... and bring your
Sweetheart HERE on VALEN-
TINE'S DAY!

(1-27 \$5.80)

WED SWEETHEARTS

married 40 years ...
You may win a beau-
ty Prize!

will be awarded to
have been married
and the SHORTEST

Y MATINEE — Sat-
4th!

record or proof of
te ... You may win
warded through the
merchant or mer-

(1-28 13c a word)

All the World loves a Lover ... and all
Lovers love VALENTINE'S DAY ...

That's why we are going to have a Big,
Special VALENTINE'S DAY SHOW at this
Theatre ... Saturday, February 14th! ...

A Sweetheart of a Show especially selected
for all Lovers from sixteen to sixty. Here's
the Romantic Show you will see ...

(Follow with trailer or trailerette)

Plan to be with us Saturday, February 14th
... for a real Sweetheart of a night!

(1-29 \$7.70)

GIRLS! BOYS! Here's a Swell Treat ... just for
YOU!

FREE VALENTINES to everyone ... plus Extra Cartoons
and our regular Double Feature Program ...

At our Special KIDDIES VALENTINE SHOW,
SATURDAY (date) at (time).

Get the Gang together for this Great
Show ... arranged especially for

ALL KIDDIES
(2-30 \$5.30)

OUR VALENTINE GIFT TO YOU! ... A Night for Sweet-
hearts and Love! ... A Night for Romance and Joy!
... A Night for Sweet Memories and Dreams! ...

That will be at our Gala Valentine's Day MIDNIGHT
SHOW, Saturday, Feb. 14.

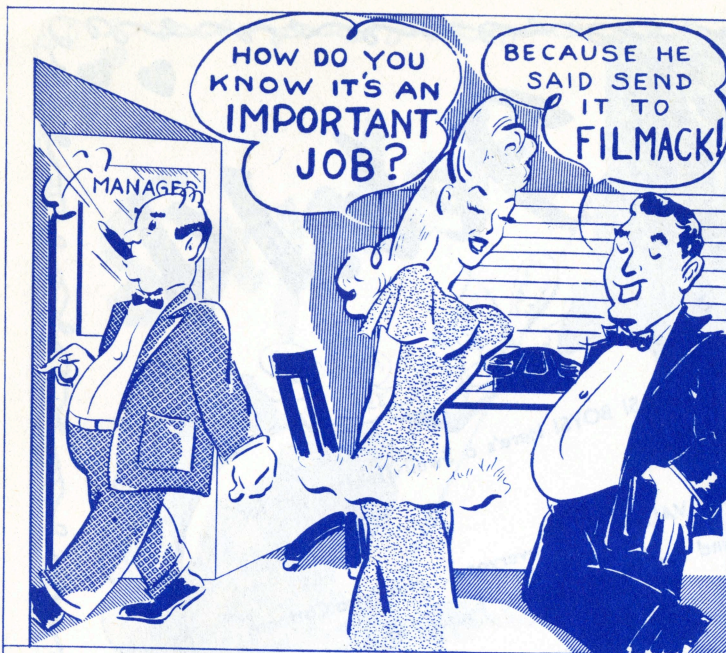
We'll have a Sweetheart of a Show ... A Picture to
fit the Romantic Mood — and Dan Cupid will be
Master of Ceremonies for the night.

We'll dim the lights and you can hold hands ... and
if you want to steal a kiss ... that's your business ...
but please don't make it loud!

What a Night! ... Make it a date with YOUR DATE ...
to be with us at our Valentine's Day Midnight Show,
Saturday, February 14th, starting at (11:45 P.M.).

(2-31 \$12.70)

By Using Any Combination
Pages ... At 13c A Word



He's Right, Miss Jones!

"My boss is a mighty particular guy, and when he has an important trailer job he wants done *right*, and *quick* . . he always sends it to Filmack . . .

"It doesn't matter what he's planning to sell — coming shows . . special matinees . . benefits . . popcorn, or anything else — he knows that Filmack will make a trailer that will really do the job!

"He says that for 29 years it's been Filmack's *business* to create **SPECIAL TRAILERS THAT SELL IDEAS** . . and they *sure know their business!* That's why he always sends his orders to Filmack."

Original
Trailer
13c a word
(\$1.50 per
frame mini-
mum)

Duplicate
Prints,
11c a word

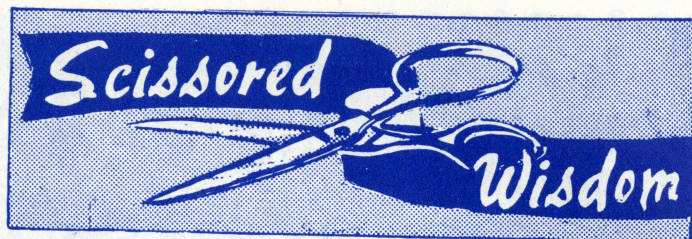
Roller
Trailers
15c a word
(Minimum
order \$4.50)

Yes, and that's why thousands of exhibitors, from coast to coast, come to Filmack for their Special Trailers. So if you happen to be one of those fellas who isn't yet acquainted with us, we'd like to suggest that you **TRY US FOR YOUR NEXT SPECIAL TRAILER ORDER!**

You can be absolutely sure that you'll get the finest "showmanship" trailer it's possible to make. It'll reach you in a hurry . . and your film message will be dressed up in a style that will be a credit to your screen — when you order from . . .

Filmack

Let Us make Your Next Special Trailer!



It doesn't take much dirt to make a mountain out off a mole hill.

A lot of men always recognize their duty in sufficient time to sidestep it.

When a man says he is self-made it is difficult to know if he is boasting or apologizing.

Nobody ever made a law that will prevent a man from making a fool of himself.

When it is said that a man has more money than sense, this does not necessarily mean that he is rich.

Opportunity often knocks at a man's door while he is down the street telling somebody a hard luck story.

The man who toots his own horn soon has everybody dodging when he approaches.

Politeness these days consists of offering a lady your seat when you get off the street-car.



USE THIS STUNT TO MAKE 'EM READ YOUR NEWSPAPER ADS!

DO YOU KNOW THE RIGHT ANSWER??

Every week the Manager of the (Strand) Theatre will telephone twenty residents of (Holyoke) and ask if the answering party knows . . .

"WHAT IS PLAYING AT THE STRAND THEATRE THAT DAY?"

If you can answer correctly in twenty seconds time, you will receive **TWO FREE TICKETS** to This Theatre! **READ OUR NEWSPAPER ADS . . SO YOU'LL HAVE THE RIGHT ANSWER!**

(1-23 \$8.50)



It's Impossible!

**You Can't Cover Your
Big Pictures Properly
Unless You Sell Them
Far in Advance with**

TRAILERETTES and HEADERS



An outstanding attraction *always* gets more money when you give patrons a chance to plan for it *far in advance!* Tell 'em early, and keep 'em from going elsewhere . . . by using inexpensive, effective Trailerettes and Headers!

**75¢ each MUSIC
or SILENT**

FEBRUARY . . . the Month of BIG BIRTH-DAYS . . . also brings Hollywood's BIGGEST HITS to This Theatre! . . .

Pictures that explode with Drama . . . unfolding their stories of Adventure and Breathless Love!

Hollywood brings you an Entertainment Treat in every one of these Outstanding Attractions! . . .

(Follow with Trailerettes) (1-33 \$4.60)

FEBRUARY is LEAP YEAR MONTH . . . and we LOOKED before we leaped! . . . We LOOKED at the finest array of Big Productions ever to come out of Hollywood . . . And then we PICKED the GREATEST of them all . . . to bring to you This Month! . . . Here they are . . . (Follow with Trailerettes)

(1-34 \$5.00)

We're bursting with pride and crowing with delight over the parade of BIG PICTURES coming soon to our Screen!

It's not very often that the Management of a theatre can offer so many Screen Successes . . . one right after another! . . .

But we're doing it during the next few weeks! . . . and here they are . . .

(Follow with Trailerettes) (1-35 \$6.00)



Lady Motorist: "Can you fix this fender so my husband will never know I bent it?"

Mechanic: "I doubt it, lady, but I can fix it so's you can ask him in a few days how he bent it."



He (in barber chair): "Cut all three short."

Barber: "Which three?"

He: "Whiskers, hair and chatter."



Joe — "Waiter, please bring me some tomato juice for a pickup."

Waiter — "Yes, sir, and what will you have for yourself?"



Some boys in Kansas City were showing a Texas rancher the town.

"What do you think of stockyards?" they asked him.

"Oh, they're all right, but we have branding corrals in Texas that are bigger," he said.

That night they put some snapping turtles in his bed. When he had turned back the cover, he asked what they were.

"Missouri bed bugs," they replied.

He peered at them a moment. "So they are," he agreed. "Young uns, aren't they?"

When a man "has grit" he has what it takes to do a job well done. The origin of the term is American and it takes us back to the sandstone grindstone. When a sandstone is gritty it does a good job of sharpening and lasts longer.

*...It Isn't Necessary to
Wait for Booking Dates*

ORDER NOW and USE FAR IN ADVANCE!

POP!



Don't Let Those Dopey GUM CRACKERS Spoil Your Programs!

It only takes a few bubble-gum-chewing morons to ruin your programs and drive your good patrons away to stay! Keep these bird-brained pests in place with a trailer! (Sorry we're burned up, fellas, but a couple of 'em spoiled the show for us last night!)

SNAP!

BUGS BUNNY SEZ: — "How can a guy pay attention to my antics on the screen . . . hear Bing sing . . . or swoon at Lana Turner . . .

When some C-R-A-Z-Y Gum Chewer is P-O-P-P-I-N-G and C-R-A-C-K-I-N-G???

Sure, Doc . . . chewin' and poppin' is fun . . . but IT RUINS THE SHOW FOR PEOPLE AROUND YOU!

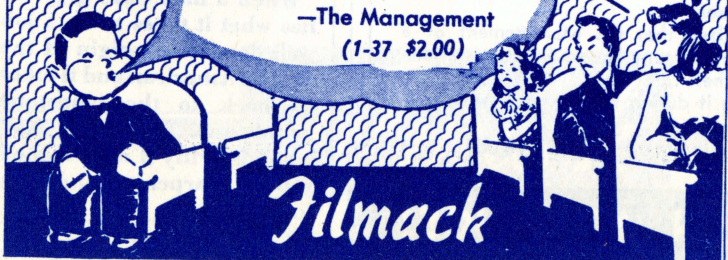
So please don't pop your gum in this theatre!

(1-36 \$6.60)

NOISY CHEWING OF BUBBLE GUM WILL NOT BE TOLERATED IN THIS THEATRE . . .

WE MEAN IT!
—The Management
(1-37 \$2.00)

POP!



Filmack



Thoughts for ANY DAY

A man never learns the real truth about himself until he's married.



Many a man who can't talk much makes a big hit keeping still.



Politeness these days consists of offering a lady your seat when you get off the street-car.



The reason most women don't look good in slacks is because the distance is too great between their hip pockets.



When a man says he is self-made it is difficult to know if he is boasting or apologizing.

UNPOPPED POPCORN PRICES are UP and going HIGHER SAVE YOUR PROFITS

. USE A SMALLER POPCORN BOX
OUR BOX HOLDS 1 1/4 to 1 1/2 OZS. OF POPCORN
(FOR 10c SELLERS)

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per 1000 | per 1000
(5000 Lots)

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50,000-	6.30	per 1000
100,000-	6.15	per 1000
1,000,000-	6.00	per 1000
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→ SAMPLE BOXES ←		
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840 W. LAKE ST., CHICAGO 7, ILL.

LEAP For



LEAP YEAR'S Extra PROFIT

GIRLS! . . . Are you determined to get your man in 1948? . . . If so, treat him to our swell Leap Year's Day Program . . . Sunday February 29th! . . .
Bring with you a little note telling how you intend to "land" him . . . and drop it in the box in our lobby . . .
We'll give ten, double passes good for one week . . . for the ten best answers to "How I'll Get My Man in 1948"! . . .
So . . . BRING HIM HERE — SUNDAY, FEBRUARY 29th! (2—38 \$8.60)

Sunday, February 29th is Leap Year's Day. Here are two trailer ideas which can either pack your house for the matinee . . . or pull in a lot of extra business over the entire day!

CALLING ALL LOVERS! . . .

We're having a Special LOVERS' MID-NIGHT SHOW . . . just for you . . . on Leap Year's Eve — Saturday, February 28th, at (11:30) P.M. . . .

Cupid, himself, helped us pick a Program that just oozes with thrilling Romance and tender passion! Here's the Feature that will entrance you . . .

(Show trailerette or prevue trailer here)

So . . . if you're in love, or ever hope to be . . . don't miss this romantic program!

And Girls — don't wait for the Boy Friend to invite you . . . it's Leap Year, and it's perfectly all right for you to ask him! . . . to our LOVERS' MIDNIGHT SHOW . . . on Leap Year's Eve — Saturday, February 28th, at (11:30) P.M.

(2—39 \$11.70)

HEY, YOU GIRLS . . . It's YOUR turn! . . .

We mean that Sunday, February 29th is Leap Year's Day . . . and every MAN who attends our Matinee, escorted by a lady . . . will be ADMITTED FREE!

GALS! . . . Bring the Boy Friend to our swell program, Sunday afternoon, February 29th . . . and we'll pass him in FREE!

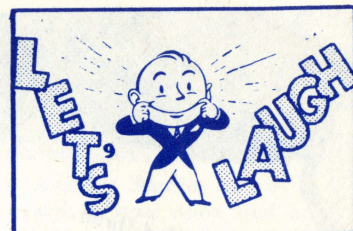
(2—40 \$5.50)

WERE YOU A LEAP YEAR BABY? . . . Do you celebrate your Birthday only once every four years?? . . .

If you were born on February 29th, you're invited to be the Guest of This Theatre at our Big Leap Year's Day Show . . . Sunday, February 29th!

Just bring some record of your birth date . . . and you'll be ADMITTED FREE!

(2—63 \$6.30)



Then there is the absent-minded man who scrubbed the ring off his sweetie and kissed the bathtub good night.

"I only go out with boy friends for laughs."
"Ah, then you don't pet."
"That's a laugh!"

"Little boy, why aren't you in school?"
"Hell, Lady, I ain't but three years old!"

Someone in the dark: I think you're terrible.

Someone else in the dark: Let me try again. I'll do better next time.

He—Darling, I'm crazy to hold you in my arms!

She—I'll say you are! That's my husband in back of us.

School Teacher — Percival, you are half an hour late. What was the matter?

Percy — I went out with Pa to a lynching party, and we stayed until the last man was hung.

Teacher (severely) — Was hanged, Percival.

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WALCOTT Official Fight Pictures!

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EST FIGHT — GO DOWN FOR
THE COUNT OF SEVEN!

Was Walcott "robbed" of the
Title? — Get a Ringside Seat
HERE and decide for yourself!

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EXTRA
gram...

On the Same Pro-
gram...
JOE LOUIS — JERSEY JOE WALCOTT
Official Fight Pictures!

DON'T MISS JOE LOUIS' TOUGHEST
FIGHT!

(1-42 \$2.00)



A BIT OF
Verse!

**Like Mother Used to
Make!**

He sat down to eat, and
then he saw,
With disconted frown,
The potatoes and steak
were almost raw,
And the bread was
baked too brown.

The pie was sour and the
pudding too sweet,
And the soup was full
of fat.
He couldn't eat the spoiled
mincemeat,
It wasn't fit for a cat.

Said he, "You should taste
the bread and pies,
I have seen my mother
make;
They were wonderful... and
'twould do you good
Just to look at a slice of
her cake!"

Said his smiling wife, "I'll
improve with age,
But now I'm just a begin-
ner;
So when your mother call-
ed today
I got her to cook this din-
ner!

Value Unlimited

The thing that goes the
farthest
Toward making life
worthwhile,
That costs the least, does
the most,
Is just a pleasant smile;

The smile that bubbles from
the heart
That loves its fellow man
Can drive away the clouds
of gloom
And coax the sun again.

It's full of worth and good-
ness,
With friendly wishes
blent;
It's worth a million dollars
And it doesn't cost a cent!

Observe

BROTHERHOOD WEEK

February 22-29

In Your Theatre



This Theatre is proud to cooperate with our
local Committee in observing AMERICAN
BROTHERHOOD WEEK — February 22nd to
29th...

A week set aside to remind Americans that
Democracy stands for Brotherhood among
peoples of all races and religions.

Support the American Brotherhood... which
is working for the Brotherhood of Man, and
a lasting World Peace!

(1-43 \$6.30)

American Brotherhood
Week is sponsored by the Na-
tional Conference of Chris-
tians and Jews. It offers you
a tremendous opportunity to
build good will by showing
one of these trailers!



WIN THE RESPECT OF ALL PATRONS BY SHOWING . . . **CHURCH TRAILERS**

GO TO CHURCH . . . Use your American privilege . . .
Attend the Church of your choice EVERY SUNDAY.
THE CHURCHES of THIS COMMUNITY extend a warm
welcome to one and all. (1-44 \$3.20)

A Spiritually Strong Community is a Clean and Honest
one . . .
Your Churches are a Fountain of Spiritual Strength . . .
Support them . . . and acknowledge your Faith in God
by attending Church every Sunday. (1-45 \$3.50)

OUR CHURCHES are only as strong as we ourselves
make them . . . with our faith and continued support.
ATTEND YOUR CHURCH THIS SUNDAY. (1-46, \$2.50)

The aim of this Theatre is to provide entertainment
which conforms to the high standards of decency ex-
pected by our Church-going Patrons . . .
Your CHURCH and your THEATRE are very important
to your Happiness and Welfare. Attend them both
regularly. (1-47 \$4.60)



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Filmack's new Los Angeles Studio, at 1574 Washington Boulevard, is *now open and in full swing*. It's equipped with the latest and best trailer-making machinery . . . and staffed by a crew of expert craftsmen who know how to make trailers!

So Fellows . . . you Exhibitors on the West Coast . . . please send your special trailer orders now to our *Los Angeles Studio*. We promise you the best trailers it's possible to make . . . and you'll get them in the *quickest time*!

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Please send me the following Trailers:

Manager _____
Theatre _____
City _____
State _____

To assure us the maximum amount of time in which to prepare your trailer, fill in the date you will start showing your trailer here _____



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by enclosing check with order.

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\$1.50

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Ill.

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no play makes
jack and plenty
of it.